

Music - Market Counts

Music	New York	Baltimore	Charlotte	Atlanta	Birmingham	St. Louis	New Orleans	Dallas	Detroit	Chicago	TOTAL
Slims, 21-34, responders last 18 mos.	6,982	1,314	3,735	3,032	2,140	2,643	3,131	2,550	5,545	6,701	37,773
Slims, 21-34, responders last 19-24 mos.	1,118	241	804	573	448	362	575	545	348	1,144	6,156
Slims, 21-34, responders last 24+ mos.	13,881	2,130	4,319	4,894	3,443	3,143	5,399	5,787	10,265	10,193	63,454
Comp., female, 21-34, "Hard," responders last 18 mos.	853	282	880	312	297	1,336	577	415	1,087	1,234	7,293
Comp., female, 21-34, "Hard," responders last 19- 24 mos.	257	93	298	89	115	202	180	131	281	312	1,948
Comp., female, 21-34, "Hard," responders last 24+ mos.	13,811	3,558	6,445	4,075	3,301	6,090	5,289	5,981	11,135	11,594	71,270
Total	36,912	7,618	16,481	12,985	9,742	13,776	15,131	15,419	28,652	31,179	
										TOTAL	187,894
										LAST 18 MO.	45,066
										19-24 MO	8,104
										24+ MO	134,724

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